

# YEOVIL TOWN SUPPORTERS SOCIETY LTD (Glovers Trust)

Date of Meeting: 24/11/21 @7pm.

Those Present.

Brendon Owen (Chair)

Roger Pipe (Vice Chair)

Ian Perkins (Comms)

Terri Burt (Treasurer)

Vern Edmunds

Barrie David

Mark Kelly

Ben Wood

Mike Hudson

Ross McKendrick

Stuart Tilley (Secretary)

Apologies.

No Apologies

## Announcements/Agenda.

### Agenda.

- 1. Welcome.**
- 2. Apologies**
- 3. Mins from last meeting agreed to be correct & signed off.**
- 4. Report on membership.**
- 5. Report on Strategy.**
- 6. Fund raising, including Christmas Draw & An evening with a celebrity**
- 7. Any Other Business.**
- 8. Date for next meeting**

### 4. Membership

Mike brought us up to speed on the renewals for the trust as he had found some anomalies of some of the names. He had been unable to track down some of the names for renewals. He had looked into "Love Admin" and found there was 107 people on the system with no renewable date attached so would never receive a renewal reminder. Mike had with the help of Terri & Brendon now reduced that number down to 40 members. It was agreed that moving on that these members should now restart their membership January 2022. Mike is going to input the dates which should then correct the problems for the future & hopefully the renewals would then sort

out. Mike also mentioned ticking the auto renewal box for future payments which will also improve matters. Mike had also stated that "Love Admin" wasn't the easiest method to use for our purposes & a tricky site to use. He continued that there may be other sites out there that would be easier to use but there could be cost implications. It was agreed that we would continue with "Love Admin" for now whilst some research was carried out for other sites for our membership admin. Ben suggested that we could put in our own personal message in for the renewal & a brief message on what the trust had been doing over the last year. Some discussion then followed about how and what information we were going to put into an e-mail for the renewals. Some discussion also followed on cash renewals at the game for their membership which hasn't been possible under the current ownership. The details that had been uncovered had now been passed over to Mark so that he could get the membership cards to the members. It was also agreed that we should put more information on the social media platforms to keep the members up to date & in the loop, possibly on a weekly basis. Ian has found a scheduling tool which he has agreed to look into to assist with getting the information out to our members.

#### **5. Report on strategy.**

Roger reported on this and had been ably assisted by Barrie, Ian & Ben. In putting the ideas across to the board for the future frame work for what we used to call "Aims & Objections" would now be called "Goals & Assist". We now have 4 goals with the assists to help and achieve the goals. They are working on a common template to assist this end which could over lap into other groups within the board. This could consist of a more up to date website that would consistently link into all of our members no matter what age group they are in. Ben suggested that this would be a better way of communicating with our members on a more regular basis. Ben continued that it may be a better way to get information back from the membership with their memories of the club's history & its legends. He continued that in the long term we may be able to get this into a regular magazine on match days. To which Mark said this would help to bind us all together as a trust caring for our football club and making a fresh approach to the modern social media platforms. Ben is also going to send out some links for the board to look at for a new trust logo and discuss at a later date.

Mark apologized as he had to leave the meeting.

Roger continued with the suggestion that we needed to discuss in the future on the areas of governance & funding.

Brendon then asked if every one was happy with the idea of "Goals & Assists". All agreed this was the way forward.

Roger then suggested that our mission statement should be kept simple and it should read "To safe guard the future of the club" this was also agreed.

#### **6. Fund Raising.**

Ideas had been put forward previously for a Christmas draw and an evening with a celebrity. We then talked about who any money raised should we be giving to, after which

the decision was to give to a local charity. A vote was carried out and Yeovil District Hospital charity was voted to be the receiver.

At this point Roger also had to leave the meeting.

Further discussion followed on putting £100 prize from the trust as a cash prize in the draw. Further talks may be had on this but at this present time we would hold the draw later next year as we were running late to get it out for Christmas due to the legalities of the gaming & gambling laws. It was suggested we could either have a spring or easter draw or even have the draw on the evening with a celebrity.

Some further discussion followed about a suitable venue for the "Evening with a Celebrity". Some different ideas were raised to what had been discussed previously and Brendon & Vern will make some enquiries. It was also decided that a 2-course meal with our celebrity might make a difference to getting a decent crowd in to our evening.

## **7. A.O.B.**

Brendon asked around the board if any one had anything they wanted to bring up.

Barrie commented on the amended accounts that had been published by C.V. Leisure and the mistakes it contained.

Ross then spoke about his magazine that he had been putting together. At the present time it wasn't quite finished but he was continuing with it. The donation towards it then continued as he hadn't received the donation from the board as yet. Teri was going to sort immediately.

Ian then spoke about a monthly comms which he was going to send out on an e-mail.

## **8. Next meeting.**

9. This was decided to be on the 7/12/21 @7-30pm
10. Brendon then closed the meeting.

